

Innovative Advertising  
403 N Columbia Street  
Covington LA 70433

Jim Davis/ R/ NC State Senate  
Submission Number 401 Issue 2



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Copy

<b>Client:</b>	Jim Davis/ R/ NC State Senate	<b>Submission Coet:</b>	10865	<b>Campaign Ref:</b>	E:063860370
<b>Buyer:</b>	Senate	<b>Client/Product/Estimate:</b>		<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/15/12 to 10/28/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06386037
<b>Est./PO Number:</b>	06386037	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	Jim Davis Sd50	<b>Booking Group:</b>	WSPA	<b>Key Market:</b>	Greenville Spartanburg Asheville
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Coet
1	Sun 9a ET / 8a CT CBS Sunday Morning News ....S	04	170	30 Comme	Nbr of Spots 1		1	170
3	M-F 9a Dr Phil MTWTF..	05	100 150	30 Comme	Nbr of Spots 4 1		4 1	400 150
4	M-F 10a Your Carolina MTWTF..	05	50 75	30 Comme	Nbr of Spots 4 1		4 1	200 75
5	Sun 9a ET / 8a CT CBS Sunday Morning News .....S	04	275	30 Comme	Nbr of Spots 1		1	275
6	M-F 1135p ET / 1035p CT Late Show ..WTF..	06	125 170	30 Comme	Nbr of Spots 3 2		3 2	375 340
7	M-F 8a CBS This Morning ..WTF..	05	110 60	30 Comme	Nbr of Spots 2 3		2 3	220 180
8	Thu 10p ET / 9p CT Elementary ...T...	05	1150	30 Comme	Nbr of Spots 1		1	1150
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	2	30	32

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
9	Fri 10p ET / 9p CT Blue Bloods ...F..	05	1200	30 Comme	Nbr of Spots	1	1	1200
10	Sat CBS NCAA Football ...S.	04	1000	30 Comme	Nbr of Spots	1	1	1000
11	Sun 1p ET / 12p CT NFL On CBS ....S	04	800	30 Comme	Nbr of Spots	1	1	800
12	Sat CBS NCAA Football ...S.	04	1000	30 Comme	Nbr of Spots	1	1	1000
13	Sun 7p ET / 6p CT 60 Minutes ....S	04	1500	30 Comme	Nbr of Spots	1	1	1500
14	Fri 8p ET / 7p CT NCIS ...F..	05	800	30 Comme	Nbr of Spots	1	1	800
15	M-F 7a CBS This Morning ...TF..	04	200 80	30 Comme	Nbr of Spots Nbr of Spots	1 1	1 1	200 80
16	Sun 1p ET / 12p CT NFL On CBS ....S	04	750	30 Comme	Nbr of Spots	1	1	750
<b>Weekly Totals:</b> Total Spots(Ord Spots)					2	30	32	

Grand Totals

Totals	10/15	10/22	Month 10 Weeks: 4
Spots	32	2	
Cost	10865	970	9895

**Grand Totals:**

<b>Spots:</b>	<b>32</b>
<b>Gross Total:</b>	<b>10,865.00</b>
<b>Commission:</b>	<b>1,629.75</b>
<b>Net Total:</b>	<b>9,235.25</b>